

TO: **DEVELOPMENT REVIEW BOARD** **DATE: November 6, 2003**
FROM: CURRENT PLANNING SERVICES
SUBJECT: **CASE 8-MS-2003**
REQUEST: Approve site plan & elevations for the Mountainside Plaza Master Sign Plan
PROJECT NAME: **Mountainside Plaza Master Sign Program**
LOCATION: Northeast corner Shea Blvd & 116th St
(11612 E Shea & 10855 N 116 St)

DEVELOPER/OWNER: Shea 116th LLC
ARCHITECT/DESIGNER: N/A
ENGINEER: N/A
APPLICANT/COORDINATOR: Summit West Signs/Brian Hinkle
335 E Baseline Rd
Gilbert, AZ 85233
480-926-3465

STAFF RECOMMENDATION: APPROVE subject to the attached stipulations.

1. Architectural approval only, all signs require final plan review and approval
2. SR zoned properties may not exceed a total sign area of 18 sq ft per building.

PUBLIC COMMENTS: No public comments have been received to date regarding signage for this application.

REQUEST: Approval of a new master sign program including freestanding and building wall signs.

LOCATION & ZONING: Northeast corner of 116th street and Shea Blvd . The property is zoned C-3 PCD and SR.

HISTORY: Over the past 15 years the majority of the commercial and residential in the surrounding area has been developed.

DISCUSSION: The request is to establish a Master Sign program for a new multi-tenant commercial / retail center. Mountainside Plaza will consist of a 35,000 sq ft fitness center, four (4) retail locations, a bank site, and three (3) SR zoned office pads. Signage guidelines will be established that reflect the character of this development and define the size, type, color and location for project as well as tenant identification signs.

Project identification will consist of (2) mid-size monument signs located at the entrance drives adjacent to 116th street and two (2) located along Shea Boulevard spaced approximately 300 feet from each other. The one hundred (100) foot scenic corridor setback on Shea Blvd will require the midsize monument signs be located accordingly.

The base, bottom cornice detail, and side support of the sign will use a cultured stone veneer with a routed aluminum sign panel attached to the structure. The signs will also contain 42 inch by 9 inch removable tenant sign panels that will have a smooth sand texture finish. Sign height will not exceed six (6) with the overall sign area limited to thirty-seven (37) square feet.

Anchor tenant, inline retail and pad tenant identification signs will consist of illuminated metal pan or reverse pan channel letters consistent with the corporate color and logo style of the tenant. The service residential (SR) zoned pad buildings adjacent to Shea Blvd will be limited to reverse channels letters with white "halo" illumination. The total allowable sign area for the SR zoned office properties will be limited to eighteen (18) square feet per building. All tenant signage will be located in sign envelopes adjacent to the tenants occupied space. Total copy height for retail tenants will not exceed thirty-six (36) inches.

RELATED CASES: 45-DR-2002, 19-ZN-1987#3

Curtis Kozall
Project Coordination Manager
480-312-7000

ATTACHMENTS:

- #1-Project Narrative
- #2-Aerial
- #3-Site/Sign Plan
- #4-Introduction/General Requirements
- #5-Elevations/Details

8-MS-2003

- ☐ Rezoning ☐ Other
☐ Use Permit
☐ Development Review
☒ Master Sign Programs
☐ Variance

Case 296 -PA- 2008
 Project Name Mountainview Plaza
 Location 116th St. + Shea
 Applicant SummitWest Signs for Glenwood Development

SITE DETAILS

Proposed/Existing Zoning: _____
 Use: _____
 Parcel Size: _____
☐ Gross Floor Area ☐ Total Units: _____
☐ Floor Area Ratio ☐ Density: _____

Parking Required: _____
 Parking Provided: _____
 # Of Buildings: 9
 Height: 32'
 Setbacks: N- _____ S- _____
 E- _____ W- _____

In the following space, please describe the project or the request

Comprehensive Sign program for a multi-tenant commercial/retail development. Planned development consists of:

- (1) Anchor Tenant - (Fitness Center)*
- (2) Retail Buildings with a combined total of up to (19) nineteen individual tenant spaces.*
- (2) Freestanding Fast Food Pads*
- (1) Bank Pad*
- (3) Office Pads with a combined total of up to (12) twelve individual tenant spaces.*

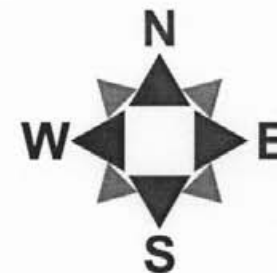
Signage to consist of (4) four multi-tenant Ground Signs and individual wall signs for each tenant and/or building.



Mountainside Plaza Master Sign Plan

8-MS-2003

ATTACHMENT #2



1"=100'



MOUNTAINSIDE PLAZA

SHEA BLVD. & 116TH ST.
SCOTTSDALE, ARIZONA

EXTERIOR
SIGN IDENTIFICATION
PROGRAM
AUGUST 21, 2003

Glenwood
Development Company LLC

3451 East Baseline Road
Suite E-204
Gilbert, Arizona 85234
(480) 775-4650



**SummitWest
SIGNS**

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Gilbert, AZ 85233
480.926.3465
Sales@summitwestsigns.com

DRAWING: 2/03/03	1
DRAWING: 2/11/03	4.5
REVISION: 5/7/03	1
REVISION: 8/20/03	.5
REVISION: 9/9/03	.5
REVISION: -	-
SHOP DWG: -	-

SCALE:

As Noted

DESIGNER:

Brian Hinkle

SWS SALES REP:

Dana Duncan

All specified details on these drawings are subject to change due to the availability of materials and/or changes in the method of fabrication. Sign Contractor will do their best to maintain the design intent of these drawings at all times. If the owner or owner's representative wishes to receive detail drawings on any or all changes during the fabrication process, SummitWest Signs must be advised in writing prior to the start of fabrication.

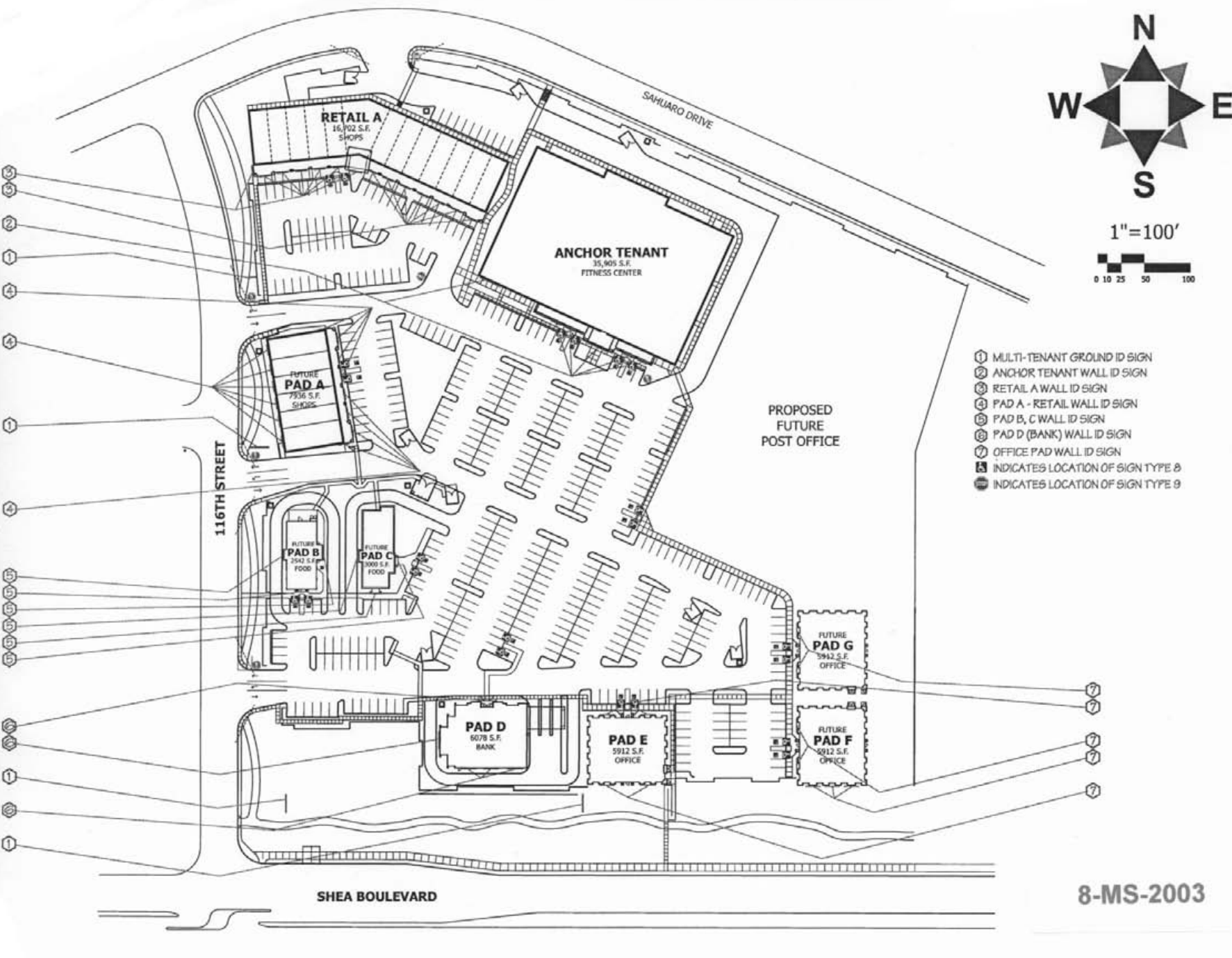
8-MS-2003

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Job Number

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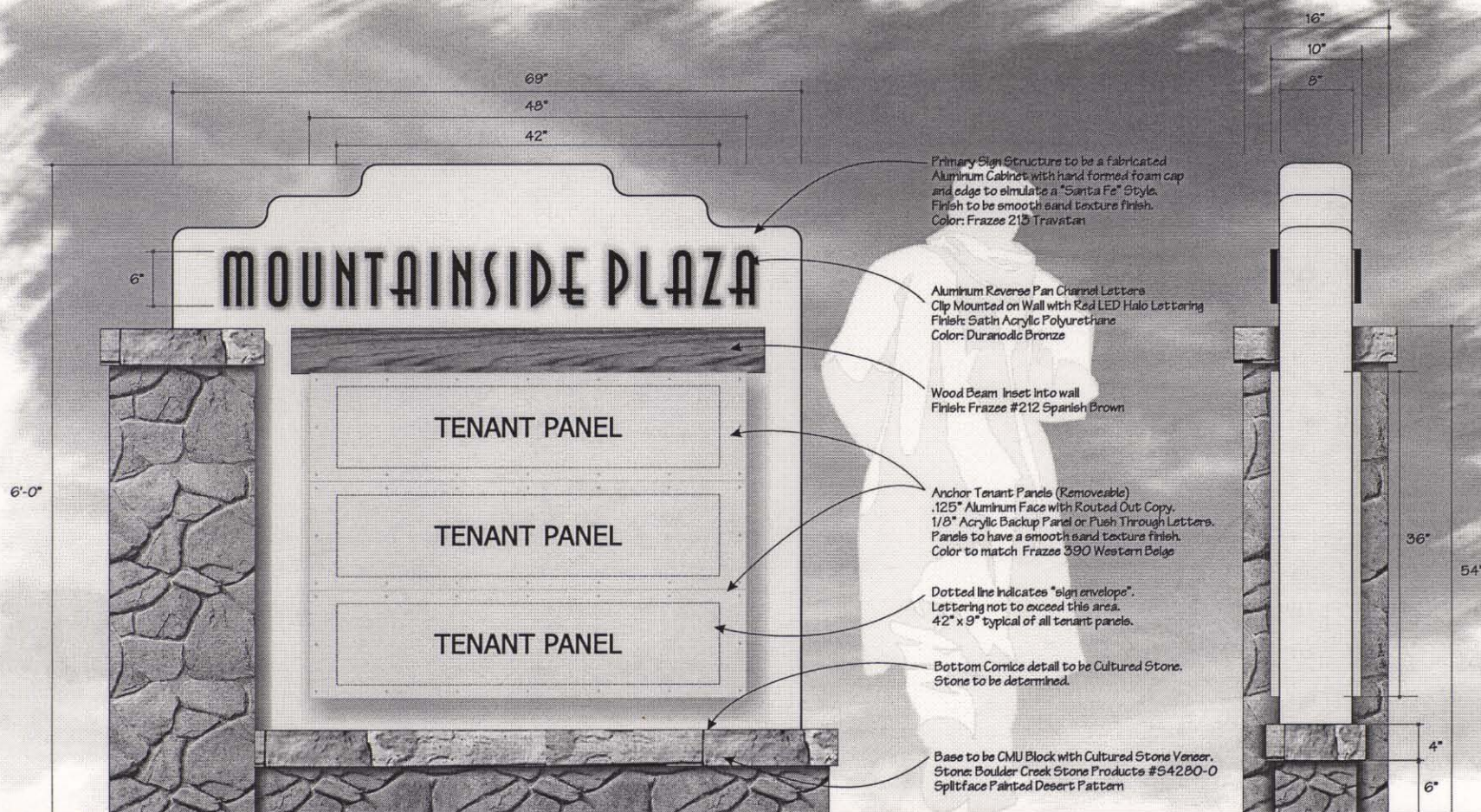
ATTACHMENT #3



Mountainside Plaza Master Sign Program 8-MS-2003

Attachment #4. General Requirements

**This attachment is on file at the City of
Scottsdale Current Planning office,
7447 E Indian School Road, Suite 105.**



ATTACHMENT #5

**MOUNTAINSIDE
PLAZA**
SHEA BLVD. & 116TH ST.
SCOTTSDALE, ARIZONA

COMPREHENSIVE
SIGN
PROGRAM
AUGUST 21, 2003

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Development Company LLC
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Suite E-204
Gilbert, Arizona 85234
(480) 775-4650

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REVISION:	-	-
REVISION:	-	-
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SCALE:	1"=1'-0"	
DESIGNER:	Brian Hinkle	
SWS SALES REP:	Dana Duncan	

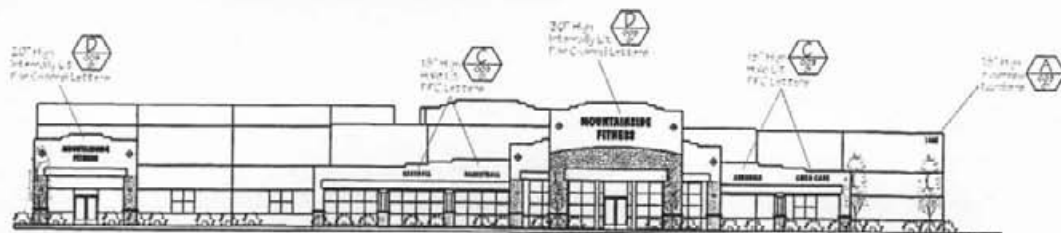
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Job Number

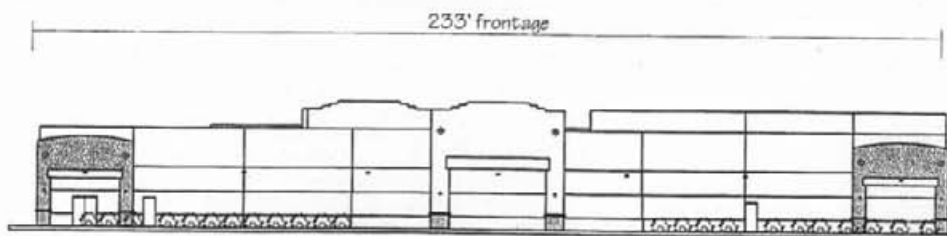
19719

SIGN TYPE 2 ANCHOR TENANT IDENTIFICATION WALL SIGNS



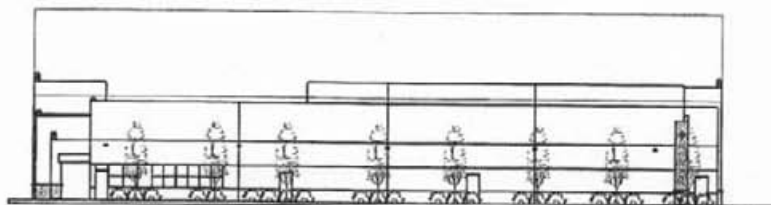
SOUTH ELEVATION - Anchor Tenant (Mountainside Fitness Identification shown as examples only. Actual sign layout may vary)

Scale: 1" = 32'-0"



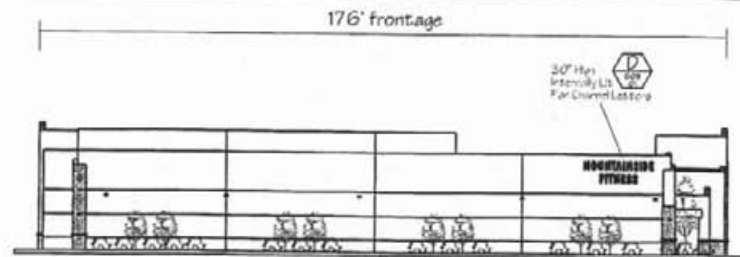
NORTH ELEVATION - Anchor Tenant

Scale: 1" = 32'-0"



EAST ELEVATION - Anchor Tenant

Scale: 1" = 32'-0"



WEST ELEVATION - Anchor Tenant

Scale: 1" = 32'-0"

SIGN TYPE 2

Retail Sign Area not to exceed
1.0 sq. ft. of sign per 1 linear ft. of frontage

Sign construction may be either:

Style C* - Halo Illuminated Reverse Pan Channel Letters

or

Style D* - Face Illuminated Channel Letters

*See Sheet G09-01 for specification drawings.

Represents Maximum Sign Envelope.

No part of sign is to extend beyond this envelope area.
*NOTE: Sign envelope does not constitute the size of sign allowed. Square footage/Linear footage rule still applies. Sign envelope is provided for the purpose of defining the outer most boundaries for a sign location.

**MOUNTAINSIDE
PLAZA**
SHEA BLVD. & 116TH ST.
SCOTTSDALE, ARIZONA

**EXTERIOR
SIGN IDENTIFICATION
PROGRAM**
August 21, 2003

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2501 East Baseline Road
Suite C-204
Gilbert, Arizona 85234
(480) 775-4600

**SummitWest
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480.926.3465
Sales@summitwestsigns.com

DRAWING: 8/20/03	3
DRAWING: 9/9/03	.5
REVISION: -	-
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REVISION: -	-
REVISION: -	-
SHOP DWG: -	-
SCALE:	As Noted
DESIGNER:	Brian Hinkle
SWS SALES REP:	Dana Duncan

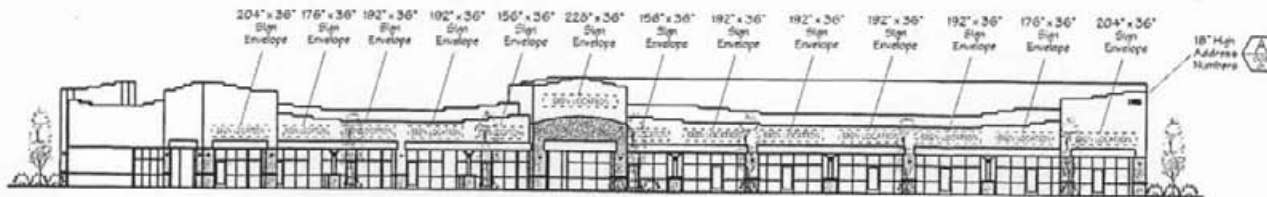
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Page G2-01

Job Number

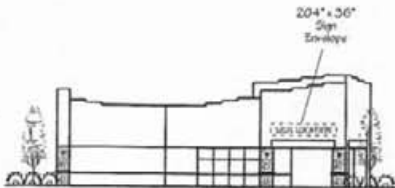
19719

SIGN TYPE 3 RETAIL A IDENTIFICATION WALL SIGNS



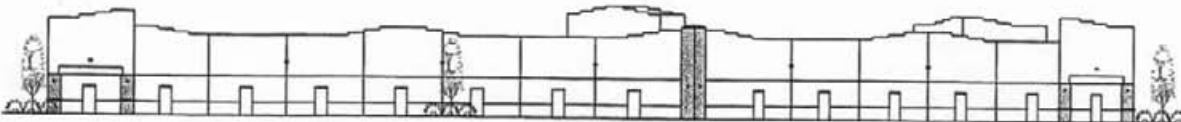
SOUTH ELEVATION - Retail A

Scale: 1" = 32'-0"



WEST ELEVATION - Retail A

Scale: 1" = 32'-0"



NORTH ELEVATION - Retail A

Scale: 1" = 32'-0"





EAST ELEVATION - Retail A

Scale: 1" = 32'-0"

SIGN TYPE 3

Retail Sign Area not to exceed
1 sq. ft. of sign per 1 linear ft. of frontage

Sign construction may be either:

-  Style C* - Halo Illuminated Reverse Pan Channel Letters
- or
-  Style D* - Face Illuminated Channel Letters

*See Sheet G09-01 for specification drawings.

Represents Maximum Sign Envelope.
No part of sign is to extend beyond this envelope area.
*NOTE: Sign envelope does not constitute the size of
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purpose of defining the outer most boundaries
for a sign location.

MOUNTAINSIDE PLAZA

SHEA BLVD. & 116TH ST.
SCOTTSDALE, ARIZONA

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DRAWING:	2/03/03	1
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SHOP DWG:	-	-

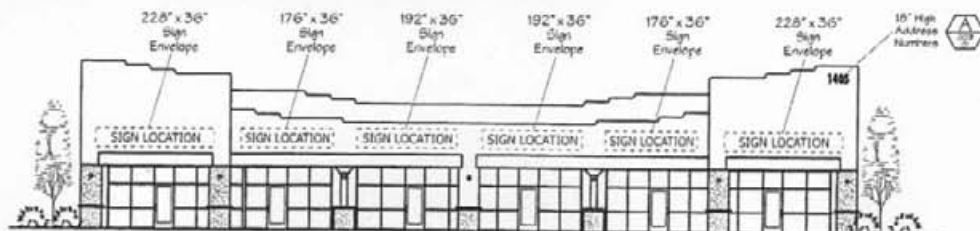
SCALE:
As Noted
DESIGNER:
Brian Hinkle
SWS SALES REP:
Dana Duncan

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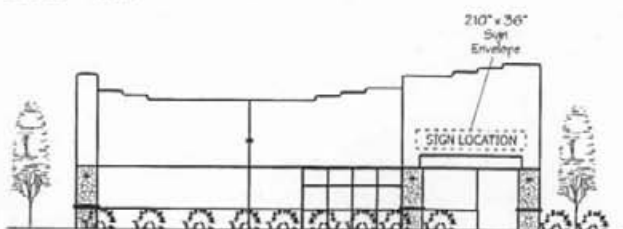
Job Number
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SIGN TYPE 4 PAD A IDENTIFICATION WALL SIGNS



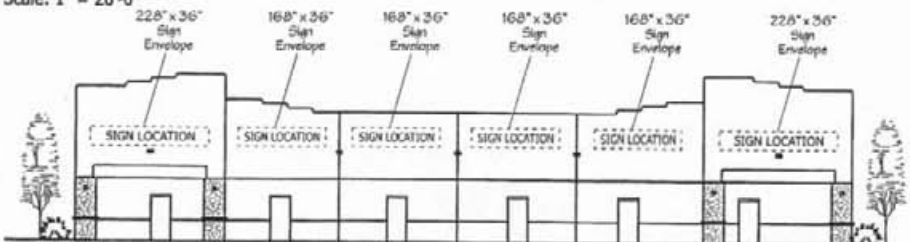
EAST ELEVATION - PAD A

Scale: 1" = 20'-0"



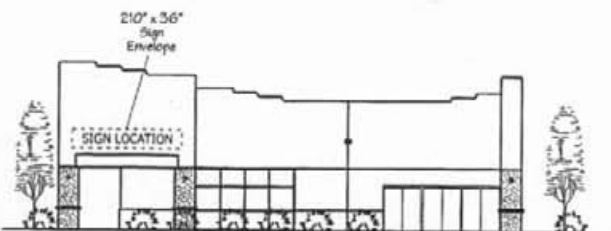
SOUTH ELEVATION - PAD A

Scale: 1" = 20'-0"



WEST ELEVATION - PAD A

Scale: 1" = 20'-0"



NORTH ELEVATION - PAD A

Scale: 1" = 20'-0"

SIGN TYPE 4

Retail Sign Area not to exceed
1 sq. ft. of sign per 1 linear ft. of frontage

Sign construction may be either:

Style C* - Halo Illuminated Reverse Pan Channel Letters

or

Style D* - Face Illuminated Channel Letters

*See Sheet G09-01 for specification drawings.

Represents Maximum Sign Envelope.

No part of sign is to extend beyond this envelope area.

*NOTE: Sign envelope does not constitute the size of sign allowed. Square footage/Linear footage rule still applies. Sign envelope is provided for the purpose of defining the outer most boundaries for a sign location.

**MOUNTAINSIDE
PLAZA**

SHEA BLVD. & 116TH ST.
SCOTTSDALE, ARIZONA

**EXTERIOR
SIGN IDENTIFICATION
PROGRAM**
AUGUST 21, 2003

Glenwood
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(480) 775-4850

**SummitWest
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480.926.3465
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DRAWING:	2/03/03	1
DRAWING:	2/11/03	1
REVISION:	5/7/03	5
REVISION:	-	-
REVISION:	-	-
REVISION:	-	-
SHOP DWG:	-	-
SCALE:	As Noted	
DESIGNER:	Brian Hinkle	
SWS SALES REP:	Dana Duncan	

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Job Number

19719

SIGN TYPE 5 PAD B & C IDENTIFICATION WALL SIGNS



SOUTH ELEVATION - PAD B

Scale: 1" = 20'-0"

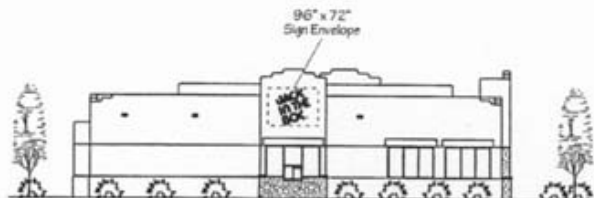


EAST ELEVATION - PAD B

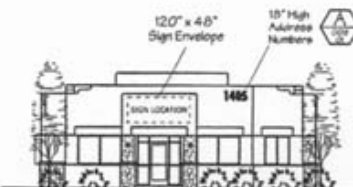


NORTH ELEVATION - PAD B

Scale: 1" = 20'-0"

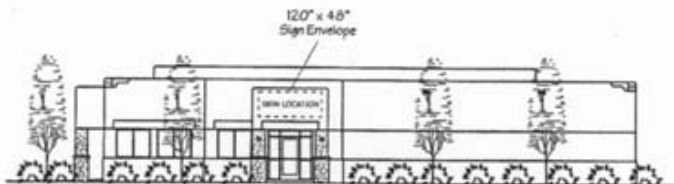


WEST ELEVATION - PAD B

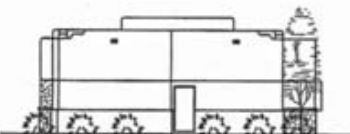


SOUTH ELEVATION - PAD C

Scale: 1" = 20'-0"

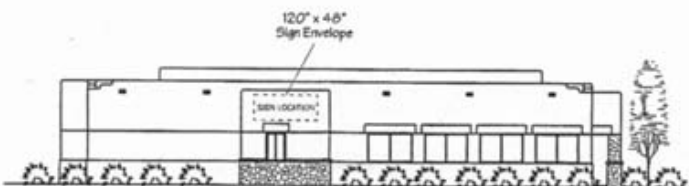


EAST ELEVATION - PAD C



NORTH ELEVATION - PAD C

Scale: 1" = 20'-0"



WEST ELEVATION - PAD C

SIGN TYPE 5

PAD B, C Retail Sign Area not to exceed 1 sq. ft. of sign per 1 linear ft. of frontage

Sign construction may be either:

Style C* - Halo Illuminated Reverse Fan Channel Letters

or

Style D* - Face Illuminated Channel Letters

*See Sheet G09-01 for specification drawings.

Represents Maximum Sign Envelope.

No part of sign is to extend beyond this envelope area.

*NOTE: Sign envelope does not constitute the size of sign allowed. Square footage/Linear footage rule still applies. Sign envelope is provided for the purpose of defining the outer most boundaries for a sign location.

**MOUNTAINSIDE
PLAZA**

SHEA BLVD. & 116TH ST.
SCOTTSDALE, ARIZONA

EXTERIOR
SIGN IDENTIFICATION
PROGRAM
AUGUST 21, 2003

Glenwood
Development Company LLC
3051 East Baseline Road
Suite E-204
Gilbert, Arizona 85234
(480) 778-4850

**SummitWest
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480.926.3465
Sales@summitwestsigns.com

DRAWING:	2/11/03	2
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REVISION:	8/20/03	.25
REVISION:	-	-
REVISION:	-	-
REVISION:	-	-
SHOP DWG:	-	-

SCALE:

As Noted

DESIGNER:
Brian Hinkle

SWS SALES REP:
Dana Duncan

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Job Number

19719

SIGN TYPE 6 PAD D WALL IDENTIFICATION SIGNS



NORTH ELEVATION - Pad D

Scale: 1" = 16'-0"



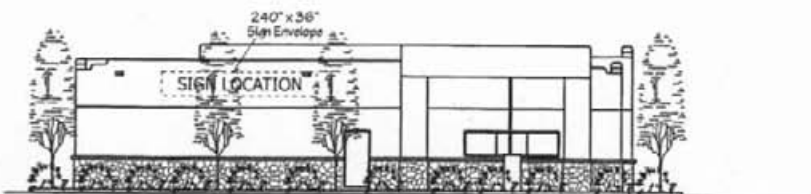
WEST ELEVATION - Pad D

Scale: 1" = 16'-0"



SOUTH ELEVATION - Pad D

Scale: 1" = 16'-0"



EAST ELEVATION - Pad D

Scale: 1" = 16'-0"

SIGN TYPE 6

PAD D (Bank) Sign Area not to exceed
1 sq. ft. of sign per 1 linear ft. of frontage

Sign construction may be either:



Style C - Halo Illuminated Reverse Fan Channel Letters

or



Style D - Face Illuminated Channel Letters

*See Sheet G03-D1 for specification drawings.

Represents Maximum Sign Envelope.

No part of sign is to extend beyond this envelope area.
*NOTE: Sign envelope does not constitute the size of sign allowed. Square footage/linear footage rule still applies. Sign envelope is provided for the purpose of defining the outer most boundaries for a sign location.

NOTE: Total quantity of signs to be determined by number of tenants. Sign locations shown are all the possible locations of signs to be determined by tenant. Sign area restrictions still apply

**MOUNTAINSIDE
PLAZA**

SHEA BLVD. & 116TH ST.
SCOTTSDALE, ARIZONA

**EXTERIOR
SIGN IDENTIFICATION
PROGRAM**
AUGUST 21, 2003

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(480) 775-4880

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DRAWING:	2/05/03	4
REVISION:	5/7/03	.5
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SHOP DWG:	-	-
SCALE:	As Noted	
DESIGNER:	Brian Hinkle	
SWS SALES REP:	Dana Duncan	

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Job Number

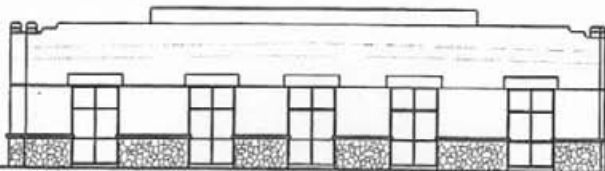
19719

SIGN TYPE 7 PAD E WALL IDENTIFICATION SIGNS



PAD E - North Elevation

Scale: 1" = 16'-0"



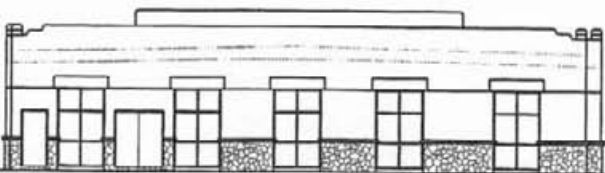
PAD E - West Elevation

Scale: 1" = 16'-0"



PAD E - South Elevation

Scale: 1" = 16'-0"






PAD E - East Elevation

Scale: 1" = 16'-0"

SIGN TYPE 7

OFFICE PAD Sign Area not to exceed
1 sq. ft. of sign per 1 linear ft. of frontage

Sign construction may be either:

-  Style B* - Non-Illuminated Dimensional Solid HDU Letters
- or
-  Style C* - Halo Illuminated Reverse Fan Channel Letters
- or
-  Style D* - Face Illuminated Channel Letters

*See Sheet G09-01 for specification drawings.

Represents Maximum Sign Envelope.

No part of sign is to extend beyond this envelope area.

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**MOUNTAINSIDE
PLAZA**
SHEA BLVD. & 116TH ST.
SCOTTSDALE, ARIZONA

EXTERIOR
SIGN IDENTIFICATION
PROGRAM
AUGUST 21, 2003

Glenwood
Development Company LLC
3001 East Baseline Road
Suite E-304
Gilbert, Arizona 85234
480 775-4800

**SummitWest
SIGNS**
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480 920 3465
Sales@summitwestsigns.com

DRAWING:	2/03/03	4
REVISION:	5/7/03	1
REVISION:	8/20/03	.25
REVISION:	-	-
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SHOP DWG:	-	-
SCALE:	As Noted	
DESIGNER:	Brian Hinke	
SWS SALES REP:	Dana Duncan	

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Job Number
19719

SIGN TYPE 7 PAD F WALL IDENTIFICATION SIGNS



PAD F - West Elevation

Scale: 1" = 16'-0"



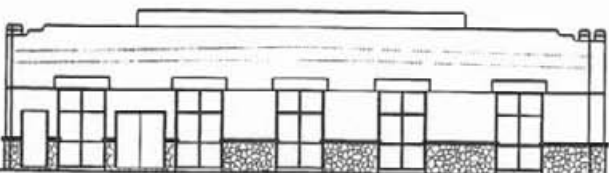
PAD F - South Elevation

Scale: 1" = 16'-0"



PAD F - East Elevation

Scale: 1" = 16'-0"



PAD F - North Elevation

Scale: 1" = 16'-0"

SIGN TYPE 7

OFFICE PAD Sign Area not to exceed
1 sq. ft. of sign per 1 linear ft. of frontage

Sign construction may be either:



Style B* - Non-Illuminated Dimensional Solid HDU Letters

or



Style C* - Halo Illuminated Reverse Fan Channel Letters

or



Style D* - Face Illuminated Channel Letters

*See Sheet G09-01 for specification drawings.

Represents Maximum Sign Envelope.

No part of sign is to extend beyond this envelope area.

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NOTE: Total quantity of signs to be determined by number of tenants. Signs locations shown are all the possible locations of signs to be determined by tenant. Sign area restrictions still apply

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PLAZA**

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DRAWING: 2/03/03	4
REVISION: 5/7/03	1
REVISION: 8/20/03	.5
REVISION: -	-
REVISION: -	-
REVISION: -	-
SHOP DWG: -	-

SCALE:
As Noted
DESIGNER:
Brian Hinde
SWS SALES REP:
Dana Duncan

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Page G7-02

Job Number

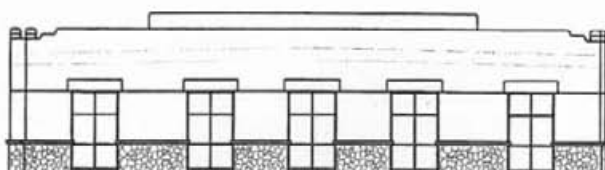
19719

SIGN TYPE 7 PAD G WALL IDENTIFICATION SIGNS



PAD G - West Elevation

Scale: 1" = 16'-0"



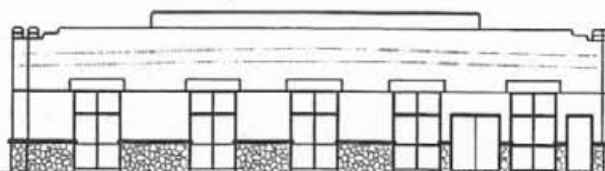
PAD G - North Elevation

Scale: 1" = 16'-0"



PAD G - East Elevation

Scale: 1" = 16'-0"






PAD G - South Elevation

Scale: 1" = 16'-0"

SIGN TYPE 7

OFFICE PAD Sign Area not to exceed
1 sq. ft. of sign per 1 linear ft. of frontage

Sign construction may be either:

-  Style B* - Non-Illuminated Dimensional Solid HDU Letters
- or
-  Style C* - Halo Illuminated Reverse Pan Channel Letters
- or
-  Style D* - Face Illuminated Channel Letters

*See Sheet G09-01 for specification drawings.

Represents Maximum Sign Envelope.

No part of sign is to extend beyond this envelope area.

*NOTE: Sign envelope does not constitute the size of sign allowed. Square footage/Linear footage rule still applies. Sign envelope is provided for the purpose of defining the outer most boundaries for a sign location.

NOTE: Total quantity of signs to be determined by number of tenants. Signs locations shown are all the possible locations of signs to be determined by tenant. Sign area restrictions still apply.

MOUNTAINSIDE PLAZA

SHEA BLVD. & 116TH ST.
SCOTTSDALE, ARIZONA

EXTERIOR SIGN IDENTIFICATION PROGRAM

AUGUST 21, 2003

Glenwood
Development Company LLC
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DRAWING:	2/03/03	4
REVISION:	5/7/03	1
REVISION:	8/20/03	.25
REVISION:	-	-
REVISION:	-	-
REVISION:	-	-
SHOP DWG:	-	-

SCALE:

As Noted

DESIGNER:

Brian Hinke

SWS SALES REP:

Dana Duncan

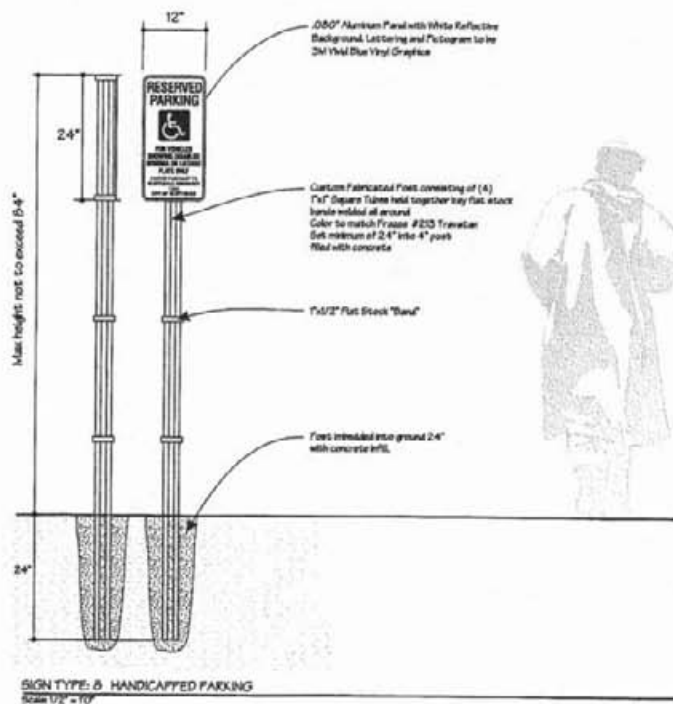
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Page G7-03

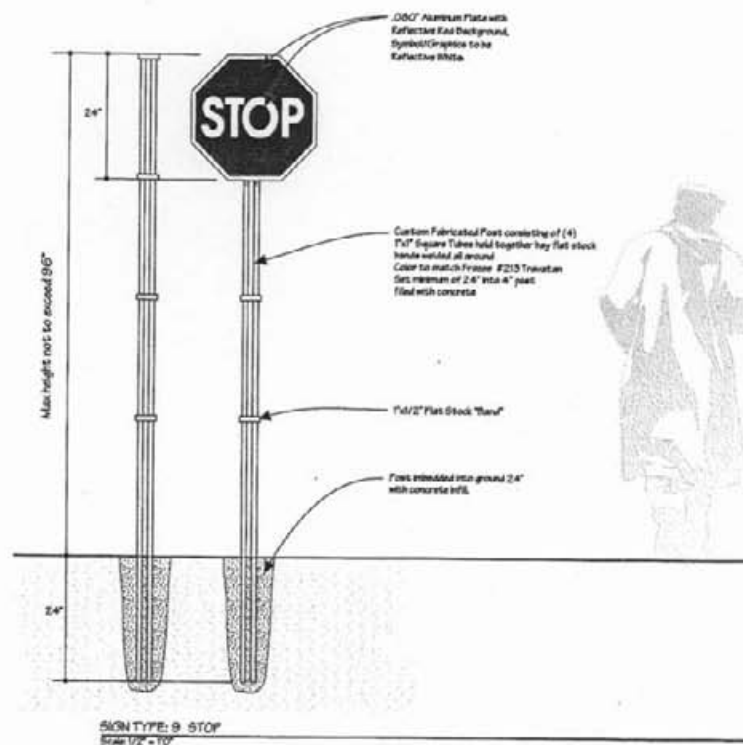
Job Number

19719

SIGN TYPE 8 PARKING REGULATORY SIGNS



SIGN TYPE 9 TRAFFIC CONTROL SIGNS



MOUNTAINSIDE PLAZA

SHEA BLVD. & 116TH ST.
SCOTTSDALE, ARIZONA

EXTERIOR
SIGN IDENTIFICATION
PROGRAM
AUGUST 21, 2003

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DRAWING:	2/12/03	1
REVISION:	8/21/03	.25
REVISION:	-	-
REVISION:	-	-
REVISION:	-	-
REVISION:	-	-
SHOP DWG:	-	-

SCALE:
As Noted
DESIGNER:
Brian Hinkle
SWS SALES REP:
Dana Duncan

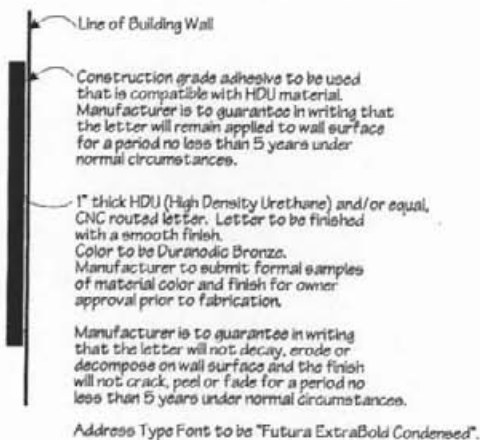
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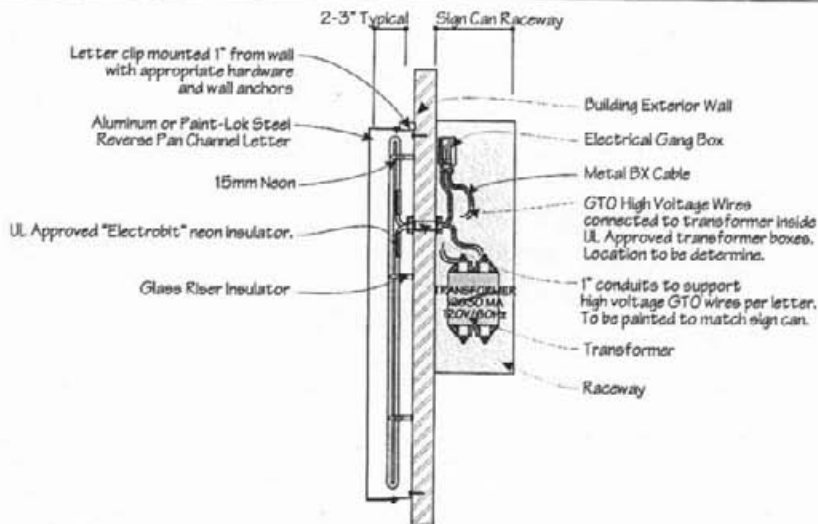
Job Number

19719

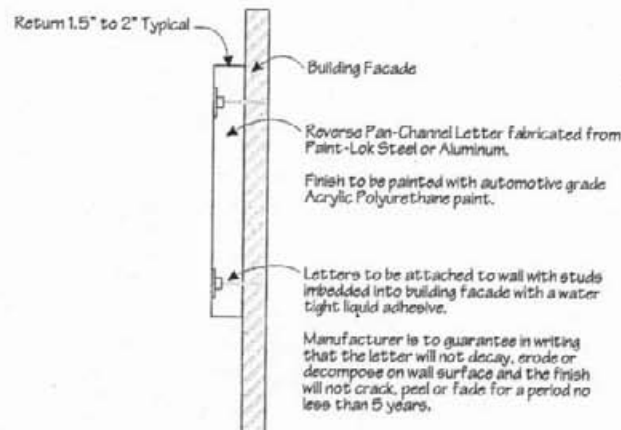
WALL SIGN TYPICALS



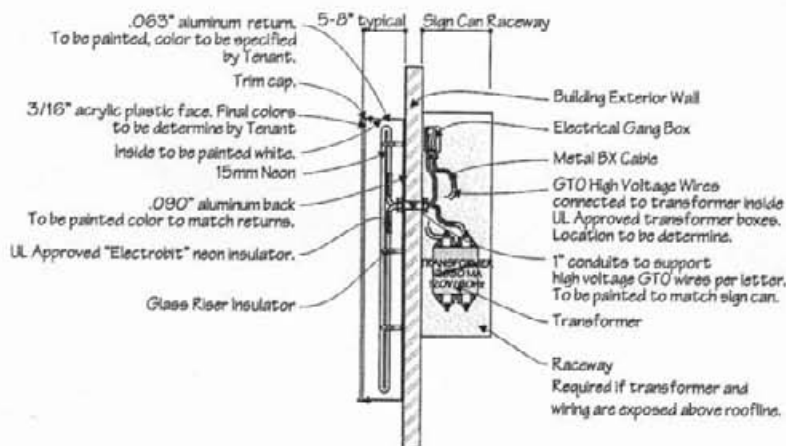
A ADDRESS LETTER SECTION DETAIL
Scale: 1/8" = 1"



C HALO-ILLUMINATED REVERSE PAN CHANNEL LETTER SECTION DETAIL
Scale: 1/8" = 1"



B NON-ILLUMINATED REVERSE PAN CHANNEL LETTER SECTION DETAIL
Scale: 1/8" = 1"



D CROSS SECTION - FACE ILLUMINATED CHANNEL LETTER
Scale: 1/16" = 1"

MOUNTAINSIDE
PLAZA

SHEA BLVD. & 116TH ST.
SCOTTSDALE, ARIZONA

EXTERIOR
SIGN IDENTIFICATION
PROGRAM
AUGUST 21, 2003

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SCALE:
As Noted

DESIGNER:
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Page G09-01

Job Number
19719